LEO BURNETT COMPANY, *Inc.*
Ad No. 195—Req. No. 9820/7—1 page—B&W—4¾" x 7⅛"—Theatre Publications, 1960 (D)

★ ★ ★ ★

CAST OF CIGARETTES

PHILIP MORRIS.... ... especially blended for the experienced smoker.

MARLBORO..... ... the filter cigarette with the unfiltered taste.

PARLIAMENT..... ... tobacco tastes best when the filter's recessed.

ALPINE..... ... modern filtration and refreshing taste.

BENSON & HEDGES..... ... world's choicest tobaccos; famous recessed filter system.

Produced by.....PHILIP MORRIS INC.
Directed by.....your taste, your pleasure, your preference.
Arranged by.....women and men who love tobacco and like to smoke.
Props.....the finest cigarettes your money can buy.

Source: https://www.industrydocuments.ucsf.edu/docs/srhx0001